

ALAMEDA GOLF COMMISSION  
MINUTES OF MEETING

Wednesday, June 15, 2005

1. CALL TO ORDER

Chair Sandré Swanson called the meeting to order at 7:00 p.m. in Room #360, Alameda City Hall, 2263 Santa Clara Avenue.

1-A. Roll Call

Roll call was taken and members present were: Chair Sandré Swanson, Vice Chair Tony Santare, Secretary Betsy Gammell, Commissioner Ray Gaul, Commissioner Jane Sullwold, Commissioner Bill Schmitz and Commissioner Bob Wood. Absent: None. Also present were General Manager Dana Banke and Head Golf Professional Matt Plumlee.

1-B Approval of Minutes - Regular Meeting of May 18, 2005

The Commission approved the minutes unanimously.

1-C Adoption of Agenda

The Commission approved the agenda unanimously.

2. ORAL COMMUNICATIONS

3. AGENDA ITEMS:

3-A Discussion Regarding the Responsibilities of the Golf Commission per the City of Alameda's Ordinance 2-9.4.

The General Manager reported that the question was brought up at the last Golf Commission meeting regarding the role and responsibilities of the Golf Commissioners. The General Manager handed out a copy of the City of Alameda ordinance 2-9.4 that outlines the role of the Golf Commission. The Golf Commissioners have been given the responsibility to review policies regarding the Golf Complex and to make recommendations to the City Council. In years past there have been problems with Golf Commissioners disciplining employees at the Complex. These concerns need to be brought to the General Manager. An item not mentioned in the ordinance was the term limits for the Golf Commission. The term of a Golf Commissioner cannot exceed two consecutive four-year terms. The thought is that it is a standard for all of the City of Alameda's Boards and Commissions and stated in another section of the City's Municipal Code. The General Manager will get clarification on the matter.

3-B Monthly Reporting Assignments for the Golf Commissioners.

Chair Swanson stated that that due to the increase in Golf Commissioner's the decision was made to reassign the reporting duties for the monthly meetings. Chair Swanson read the suggestions for the new Golf Commission assignments:

Secretary Betsy Gammel-Marketing and Promotions  
Commissioner Ray Gaul-Financial Report  
Vice Chair Tony Santare-Men's and Senior Club Liaison  
Commissioner Bill Schmitz-Golf Clubhouse Project  
Commissioner Jane Sullwold-Maintenance, Buildings, Security, Albright Course and Driving Range  
Chair Sandré Swanson-Council and Government Liaison  
Commissioner Bob Wood-Front Entrance Beautification Project

The Commission approved the new assignments unanimously.

4. ORAL REPORTS

4-A Golf Shop and Driving Range activities report by Head Golf Professional Matt Plumlee.

The Head Golf Professional stated that the busy golf season has arrived and many golf tournaments are scheduled. The East Bay Conversion and Reinvestment Commission (EBCRC) Golf Tournament is scheduled for this Friday and the East Bay Junior Golf Tournament will be held next Monday and Tuesday. The Alameda Chamber of Commerce held their tournament in May and it was a big success. Also upcoming is the Women's Golf Club Invitational Golf Tournament on July 28, 2005. The twilight leagues have been canceled due to a lack of interest. The leagues will be revisited next year. The maintenance crew is sweeping the Driving Range regularly to keep the debris down.

4-B General Manager Dana Banke's report highlighting maintenance and operational activities for the month at the Golf Complex.

The General Manager referred to questions brought at last month's meeting. The tee sign on #14 of the Earl Fry Course has been put in place, although the sign is in the middle of the tee area and hard for the ladies to see. The suggestion was made to plant more ice plant along the edges of the lakes and sloughs. The General Manager reported that the sloughs and lakes fall under the Urban Runoff Capital Improvement Project (CIP). The engineering firm of Moffett and Nichols has been hired to look at the site and make suggestions to combat the erosion. Also mentioned was that the trees on the right side of #13 of the Earl Fry Course are dead and it

seems to be the small trees that are dying. The General Manager replied that the Complex has always had problems with starter trees due to the reclaimed water quality. The suggestion was made to remove the dead trees. The materials for the practice putting area have been on order for a few months and the last time the General Manager spoke to the vendor he stated that he was not happy with the quality of the material after returning from an installation in Texas. The vendor is now suggesting that a material needing topdressing be used. This is not the surface we wanted to install due to the fact that it gets compacted and tends to run faster than a grass green. The management is now trying to renegotiate to find another product. The suggestion was made to put a grass green in the area. The parking lot is being striped this week. In reference to the fire tower at the entrance, it is anticipated that it will cost around \$14,000 to have a hazardous materials report done at the site. Bob Han of the Public Works Department has estimated that it could cost upwards of \$100,000 to remove the tower. Commissioner Wood met with the Acting City Manager to discuss the cleaning up of the building and integrating it into the entrance. The area has many utilities housed at the site. The burden of cost for either removal or renovation of the tower will likely be placed on the Golf Enterprise Fund after the land is conveyed to the Golf Department from the Fire Department. The question was asked if there was any liability in keeping the building. The General Manager stated that the building would not be inhabited and would basically be a monument to look at. More research needs to be done to determine whether it is more feasible to tear the building down or renovate it. The new bunker has been constructed at the new practice area and the hope is to open the entire area once the practice green is completed.

4-D Beautification Program by Mrs. Norma Arnerich.

Mrs. Arnerich reported that a tree ceremony is being held for the Women's 9-hole Club and another ceremony is planned for August.

5. COMMISSIONERS' REPORTS

5-A Long-Range Planning and Government Liaison, Chair Swanson.

Chair Swanson reported that the cart paths on the #5 and #8 holes of the Earl Fry Course are in need of repair. The General Manager stated that the plan for the cart path renovation was to have it done during the clubhouse construction. In the meantime the maintenance crew will make in house repairs filling holes and evening areas out.

5-B Buildings, Security, Albright Course and Driving Range, Secretary Gammell.

Commissioner Gammell reported that security has been fine over the past month and the Driving Range is doing well. Also reported was that the business at the Driving Range has picked up due to the good weather and the cleaning at the range is a nice improvement.

5-C Maintenance Status of Golf Complex and Capital Improvements, Vice Chair Santare.

No report given.

5-D Golf Complex Financial Report

The total revenue from golf on the three (3) courses was down 10.5% for the month of May 2005 as compared to May 2004, with play down by 14%. For fiscal year 2004-2005, play is down 19.7% and revenue from golf is down 11%, as compared to fiscal year 2003-2004. All ancillary services were below their revenue from last May with the exception of Pro Shop sales and lessons. The Golf Complex showed a profit for the month of \$91,453. The first eleven months of fiscal year 2004/2005 show a loss of \$199,254. A contributing factor to this loss is the sixty-eight (68) rain days to date compared to thirty-five (35) last fiscal year.

5-E New Clubhouse, Complex Entry and General Design and Construction Issues, Commissioner Wood.

The General Manager reported that there has been a lot of movement on the Clubhouse Project. The General Manager met with the new project manager, Dorene Soto who is a division manager at the City of Alameda's Development Services Department. The General Manager also met with John Ritchie, the CPA who will be preparing the five-year financial projection. Mr. Ritchie will put together the projection and different scenarios for increasing revenue and decreasing debt to pay for the project. One scenario being reviewed is the possibility of reducing the amount of money the Golf Complex gives to the City of Alameda's General Fund. The hope is to have all of the information packaged and brought to the Golf Commission soon. Some Golf Commissioners went over to Poplar Creek Golf Course to view the clubhouse and liked it very much. Negotiations are still ongoing with the City of San Mateo to purchase the plans of the Poplar Creek clubhouse. The original soils reports from the construction of the current clubhouse were located by Commissioner Wood and will be very helpful in the new construction process.

5-F Golf Complex Restaurant Report, Legends & Heroes.

None to report.

6. ORAL COMMUNICATIONS, NON AGENDA (Public Comment)

Mrs. Arnerich mentioned that the 70<sup>th</sup> Annual East Bay Junior Golf Tournament is being held on June 20 and 21. The tournament directors still need volunteers to keep score for the 11 and under juniors if anyone is interested.

7. OLD BUSINESS

None to report.

8. WRITTEN COMMUNICATIONS

Included in the Commission packet was a memorandum to the Finance Department showing the surcharge payment for May 2005 of \$16,526. The year-to-date total is \$140,187 for the fiscal year 2004/2005 to the General Fund.

9. ANNOUNCEMENTS/ADJOURNMENT

The meeting was adjourned at 8:05 p.m.

The agenda for the meeting was posted 72 hours in advance in accordance with the Brown Act.